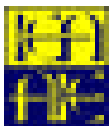




**Green Power Conference  
Denver, Colorado  
August, 2000**

**IEA Renewable Energy Unit**

Rick Sellers (email: [rick.sellers@iea.org](mailto:rick.sellers@iea.org))



## IEA Renewable Energy Unit

- Developing renewable energy market acceleration strategies for the IEA/REWP
- Addressing international aspects, including co-ordination of policies, integration of N-S markets, global data and projections
- Assessing the impacts of restructuring and liberalisation

Rick Sellers (email: [rick.sellers@iea.org](mailto:rick.sellers@iea.org))



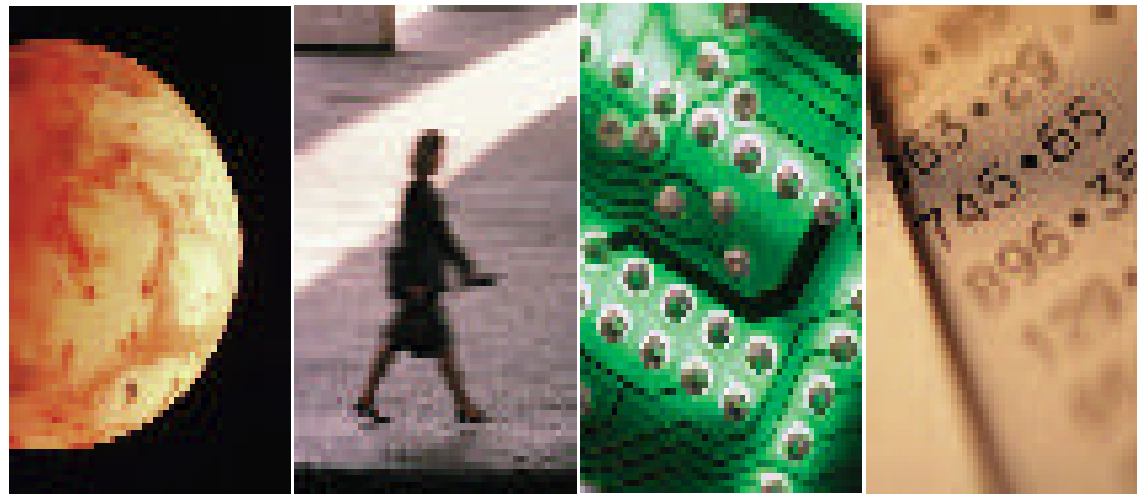
## Roper Green Gauge Survey (1996)

Category	% of US adults	% premium willing to pay	Cumulative weighted average
True Blue Greens	10%	7%	7%
Greenback Greens	5%	20%	12%
Sprouts	33%	4%	6%
Total	48%		

# D A T A M O N I T O R

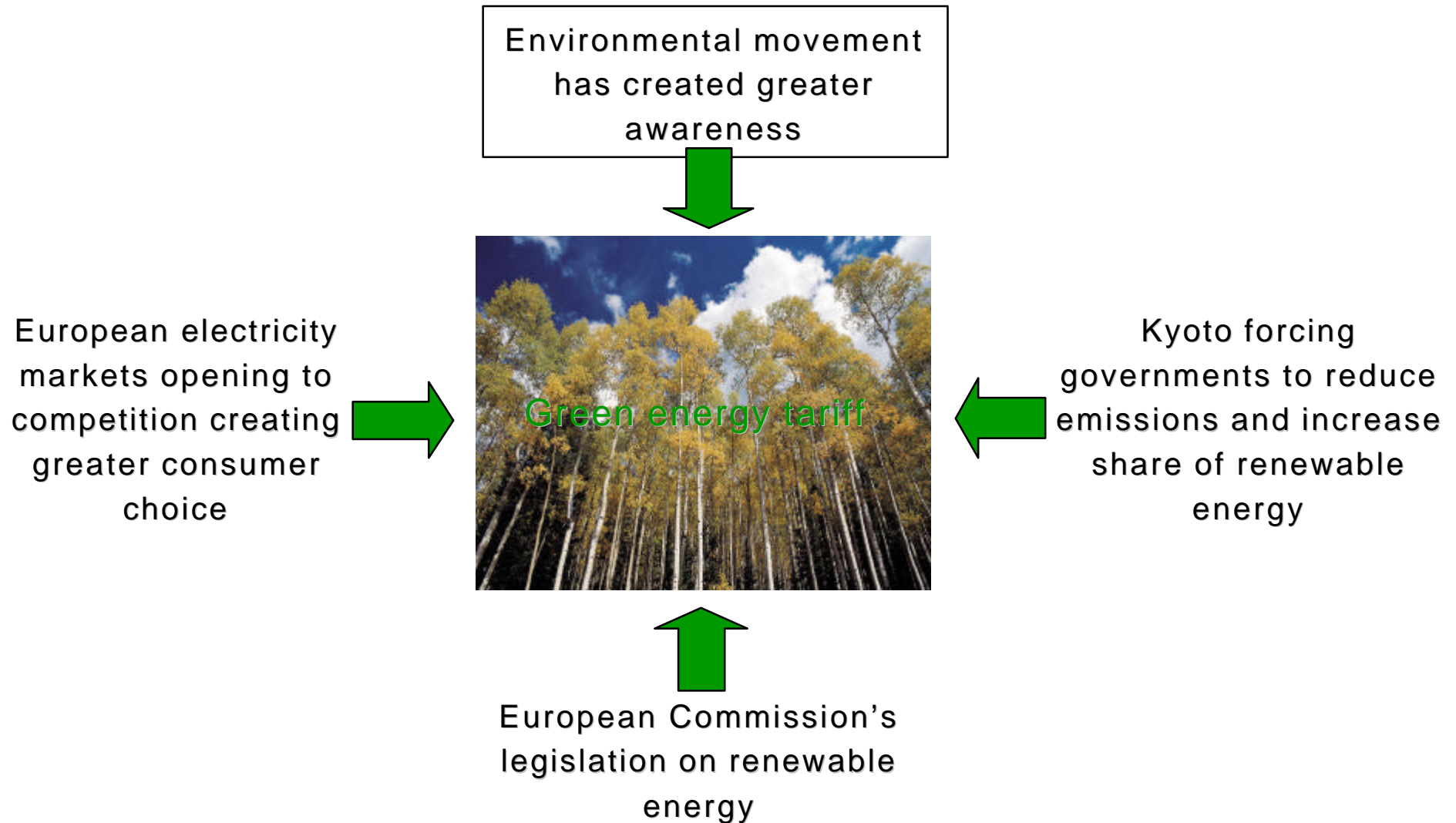
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Market Analysis Experts

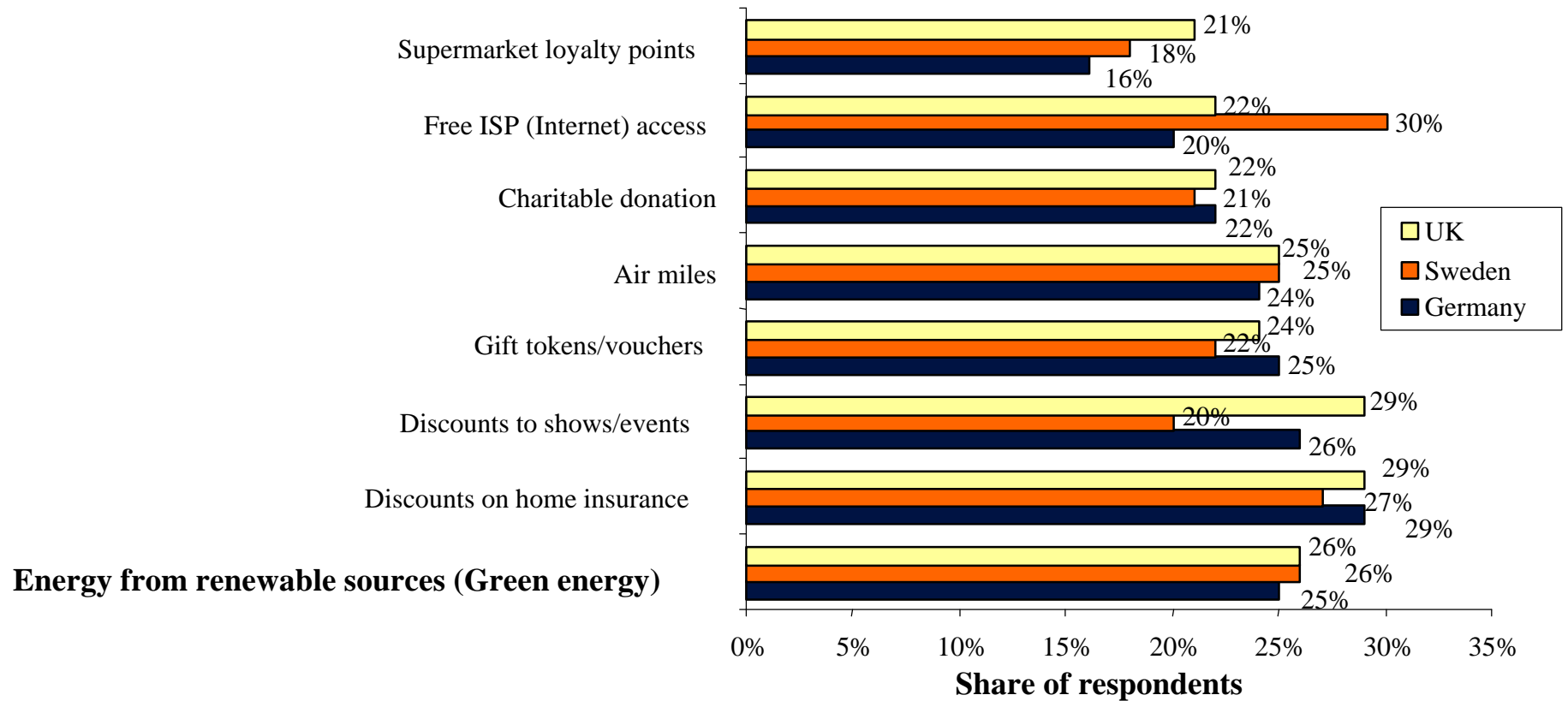


Providing the information and the answers...

# Drivers for a green tariff in Europe

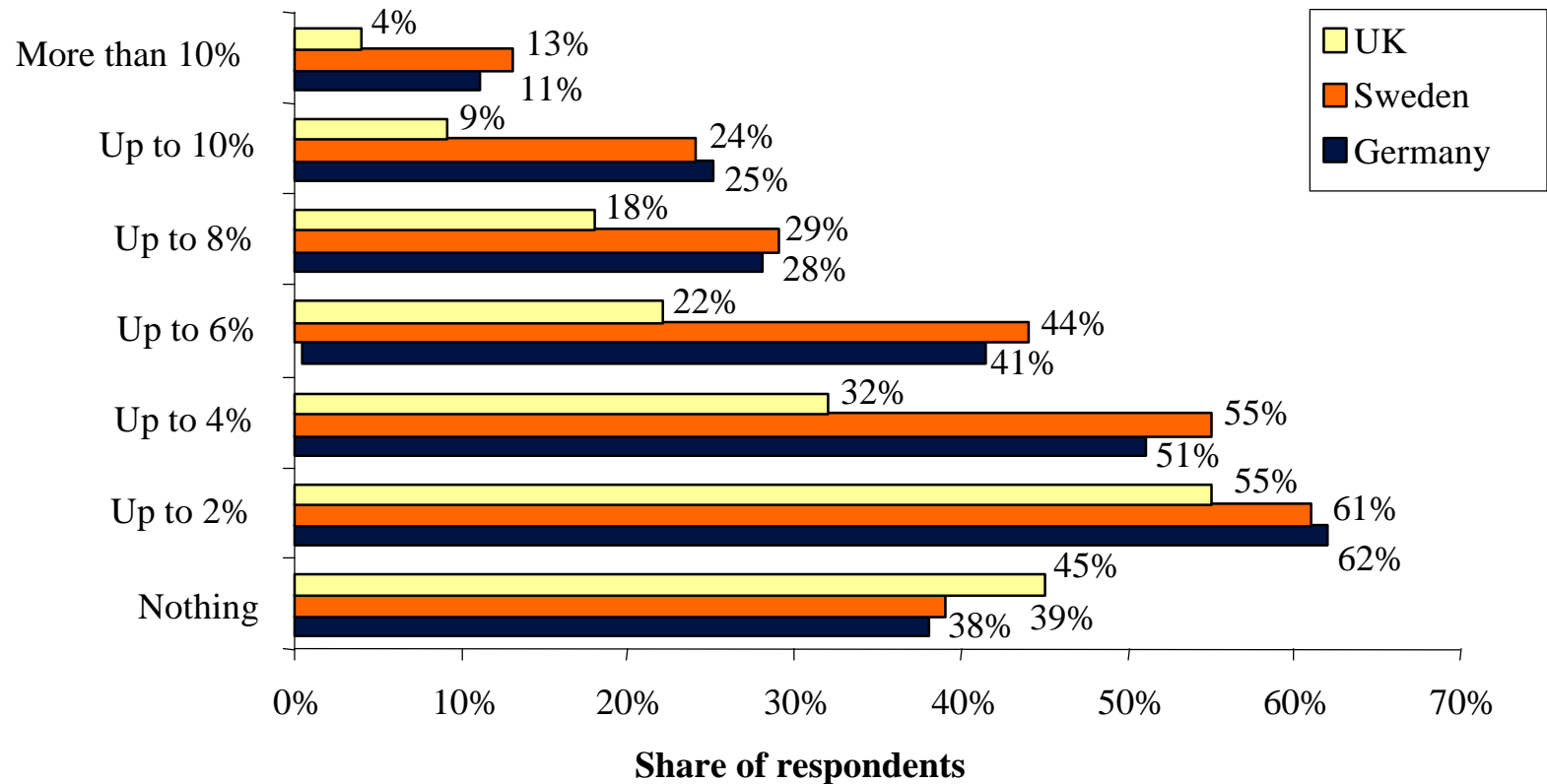


All things being equal, which of the following offers would make you more likely to switch supplier?

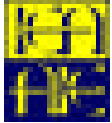


**Green energy is one of the top three offers that would encourage those surveyed to choose one supplier over another**

# How much more would you be willing to pay for green energy?



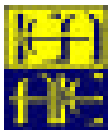
**Over 60% of respondents in Germany and Sweden, and over half in the UK are willing to pay a premium for green energy**



## International Aspects

- Similar customer attitudes
- Similar stakeholder processes and goals
- Similar market responses





## Potential International Co-operation

- Share experience
  - accelerate learning
  - broaden perspective
- Standardise definitions
  - simplify public awareness issue
  - lower business overheads
- Link trading systems
  - increase market potential
  - strengthen position vis-a-vis future carbon trading
- Assess market impact on new renewables
  - political support
  - investment



## KEY CONTACTS

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